

5. (Currently Amended) The apparatus according to claim 1, wherein the acoustic analyzer is to provide a fingerprint for the received ambient audio and to compare the fingerprint to fingerprints stored in a the first database.
6. (Canceled)
7. (Currently Amended) The apparatus according to claim 1, wherein the content selected by the content parser for presentation to the user is of at least one the following types: pictorial, graphical, video, audio, audio-visual, ~~textual~~, HTML, straight text, a textual document, straight text from the Internet, and multimedia.
8. (Original) The apparatus according to claim 1, wherein a user is able to select at least one type of the content for presentation.
9. (Original) The apparatus according to claim 1, wherein a user is able to pre-select at least one type of the content for presentation.
10. (Original) The apparatus according to claim 9, wherein the pre-selection may be different for different audio.
11. (Currently Amended) The apparatus according to claim 1, further comprising a display device, wherein the ~~selected content may be presented on display device includes~~ at least one of the following: display, television, monitor, LCD, a small

LCD, computer, laptop, handheld device, cell phone, personal digital assistant, robot, automated toy, and audio speakers.

12. (Canceled)

13. (Currently Amended) The apparatus according to claim ~~42~~ 1, wherein the ~~computer is~~ acoustic analyzer and the content parser are local to where the ambient audio may be listened to by a user and to where the content may be received by a user.

14. (Currently Amended) The apparatus according to claim ~~42~~ 1, wherein the ~~computer is~~ acoustic analyzer and the content parser are remote from where the ambient audio may be listened to by a user and from where the content may be received by a user.

15. (Original) The apparatus according to claim 1, wherein the content is presented remotely from the ambient audio.

16. (Canceled)

17. (Original) The apparatus according to claim 1, wherein the user listens to the ambient audio and receives the presentation of the content simultaneously.

18. (Original) The apparatus according to claim 17, wherein the presentation of the content is synchronized with the ambient audio.

19. (Original) The apparatus according to claim 1, wherein the content is entertainment content.

20. (Canceled)

21. (Canceled)

22. (Canceled)

23. (Canceled)

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38. (Canceled)

39. (Canceled)

40. (Canceled)

41. (Currently Amended) A method comprising:
- receiving an ambient audio ~~signal~~;
- identifying the received ambient audio by comparing the received ambient audio with audio stored in a first database; and
- selecting content associated with the identified ambient audio by comparing the identified ambient audio with content entries stored in a second database, wherein the selected content is for presentation to a user, and wherein the content selected for presentation to a user is at least one of a music video, pictures, images, graphics, multimedia, a virtual DJ, a musical score, a moving toy, a stuffed animal, a robot, a computer desktop, and a computer screensaver.
42. (Canceled)
43. (Currently Amended) The method according to claim 41, further comprising:
- providing a fingerprint for the received ambient audio; and
- comparing the fingerprint to fingerprints stored in a the first database.
44. (Canceled)
45. (Currently Amended) The method according to claim 41, wherein the content is of at least one the following types: pictorial, graphical, video, ~~audio~~, audio-visual, ~~textual~~, HTML, ~~straight text~~, a textual document, straight text from the Internet, and multimedia.

IN THE CLAIMS

1. (Currently Amended) An apparatus comprising:  
a microphone to receive ambient audio;  
a first database to store audio corresponding to ambient audio that may be received by the microphone;  
an acoustic analyzer to identify the received ambient audio by comparing it with audio stored in the first database;  
a second database to store content entries associated with the identified audio;  
and  
a content parser to select content from the content entries stored in the second database that is associated with the identified audio for presentation of the content to a user, wherein the content selected by the content parser for presentation to a user is at least one of a music video, pictures, images, graphics, multimedia, a virtual DJ, a musical score, a moving toy, a stuffed animal, a robot, a computer desktop, and a computer screensaver.
2. (Canceled)
3. (Currently Amended) The apparatus according to claim-2\_1, wherein the microphone is wirelessly coupled to the acoustic analyzer.
4. (Canceled)

46. (Original) The method according to claim 41, further comprising selecting at least one type of content for presentation.
47. (Original) The method according to claim 41, further comprising pre-selecting at least one type of content for presentation.
48. (Original) The method according to claim 47, wherein the pre-selection may be different for different audio.
49. (Original) The method according to claim 41, further comprising presenting the selected content.
50. (Original) The method according to claim 49, wherein the user listens to the ambient audio and receives the presentation of the content simultaneously.
51. (Original) The method according to claim 50, wherein the presentation of the content is synchronized with the ambient audio.
52. (Original) The method according to claim 41, wherein the content is entertainment content.
53. (Original) The method according to claim 41, further comprising presenting the selected content on at least one of the following devices: display, television,

monitor, LCD, a small LCD, computer, laptop, handheld device, cell phone, personal digital assistant, robot, automated toy, and audio speakers.

54. (Canceled)